MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2022 /2023

BMK2084 – MARKETING CHANNEL MANAGEMENT

(All sections / Groups)

3 OCTOBER 2023
9:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 **pages**, excluding this cover page.
2. Read the case study and Answer ALL FOUR (4) questions.
3. The total mark for this exam is **100 marks**.
4. Please write **ALL** your answers in the **ANSWER BOOKLET** provided.

Read the case study and Answer ALL questions.

MY supermarket Jaya Grocer launches largest store for Merdeka Day.

Adapted from Reema Dudekula, 4 September 2023, https://www.marketing-interactive.com/my.

Malaysian supermarket chain Jaya Grocer celebrated Merdeka Day with the opening of its largest store yet in Eco Galleria, Taman Eko Botan, Johor. Jaya Grocer's CEO Adelene Foo said that the launch of this new store was a fitting tribute to all customers in Johore who had been highly supportive of the chain ever since it opened its first outlet in 2018. "We're thankful for the tremendous support by our customers at our Johor stores in Austin Height, Sunway Citrine and R&F Mall so we're happy to invest further into expanding our network in the State and not forgetting our channel members who had joined hand to make our journey a success. Our growth is the outcome of suppliers' support where we were able to mitigate and minimise conflict among channel members by using incentives to resolve conflict although one cannot deny that Jaya Grocer has a certain degree of power in channel relationship likewise, we occasionally use power-based influence strategies, she added.

Jaya Grocer is a well-aligned retailer especially in demand side retail positioning strategy where it tops in all the five strategies. At the opening, customers were able to sample a variety of food and drinks, such as its Grab Signature Brand sambal which was part of a collaboration with Grab Signature Brands and imported Australian products under its collaboration with Coles of Australia. The partnership is part of the supermarket chain's ongoing efforts to enhance the overall shopping experience for customers by offering specialty products.

A home-grown brand, Jaya Grocer is well known for its wide range of quality fresh ingredients and imported goods. It now has over 45 outlets including the four in Johor. The new Eco Galleria outlet will also offer online shopping via GrabMart like its other stores. The group has store formats ranging from shophouse clusters, neighbourhood malls to large city malls. Customers get to enjoy even more value deals and discounts every month through the Jaya Grocer Membership program powered by Grab.

In May 2023, in bid to increase more awareness around sustainability and reduce single-use plastics, Jaya Grocer launched an initiative called "Farm fresh milk on tap @ Jaya Grocer." The initiative has since been hit with an influx of customers; which led to the retail chain expanding its facility to three more outlets over the course of the year at Empire Shopping Gallery in Subang, Starling Mall in Petaling Jaya and Intermark Mall. Foo reiterated that the three locations were short-listed after on-ground observation revealed that shoppers in these areas would welcome this new concept and that Farm Fresh was able to deliver every day.

"Moving forward, we would like to hear from our customers in other areas if they would like to have Farm Fresh Milk-On-Tap at their neighbourhood Jaya Grocer. So please tell us through our social media channels," she added. Consumers who wished to have this facility at their local outlet can make requests to Jaya Grocer, which the supermarket chain will take into consideration for its expansion plans.

Continued...

"We're thrilled and humbled by the tremendous response resulting in over 50,000 bottles of milk sold at Mont' Kiara 163 outlet already. That means 50,000 fewer plastic bottles at the landfills," Foo said. Meanwhile, Farm Fresh's Managing Director and group CEO, Loi Tuan Ee, said the milk producer is excited to offer a long-term eco-friendly option to enjoy Farm Fresh milk in re-usable glass bottles through the partnership. "We are happy to continue supporting Jaya Grocer and delivering fresh milk straight from the farm to these four outlets and more, as and when these locations are decided upon based on consumer feedback," Loi added. With Jaya Grocer's support, Farm Fresh can position itself as one of the leading wholesalers in fresh milk supply. This partnership allows Jaya Grocer to provide only the freshest produce and high-quality products for its customers and continue striving to meet this guideline. To achieve this, Jaya Grocer created a strong and effective working relationship with suppliers to secure customer's needs, be it local seasonal fruits and vegetables, organic and exotic produce, high quality meat products as well as premium goods from all over the world. We are proud to be a part of the challenging retail industry in Malaysia and in our effort to step up to the growth of technology in everyday and business use, we created an omnichannel strategy to serve our customers better! Everything is here at Jaya Grocer! Find what you need or get it delivered!

Question 1

a. "We are able to mitigate and minimise conflict among channel members" said Jaya Grocer's CEO.
Discuss the FOUR (4) types of conflict Jaya Grocer might face.

(20 marks)

b. Explain the advantages of applying economic incentives to resolve conflict.

(5 marks)

(Total 25 marks)

Question 2

One cannot deny that Jaya Grocer has a certain degree of power in channel relationships. Elaborate the FIVE (5) sources of power Jaya Grocer could apply.

(25 marks)

Continued...

Question 3

a. Discuss the FIVE (5) demand side retail positioning strategy Jaya Grocer is able to exercise effectively.

(15 marks)

b. Briefly explain the FIVE (5) difficulties Jaya Grocer will face in going global.

(10 marks)

(Total 25 marks)

Question 4

a. "With Jaya Grocer's support, Farm Fresh can position itself as one of the leading wholesalers in fresh milk supply."
Briefly discuss FIVE (5) functions of a wholesaler.

(15 marks)

b. In an effort to step up to the growth of technology in business use, Jaya Grocer created an omnichannel strategy.
Explain the FOUR (4) pillars of an omnichannel strategy.

(10 marks)

(Total 25 marks)

End of Page.